

# SCHNEIDER'S FINAL MILE DELIVERY EXCEEDS CUSTOMER'S EXPECTATIONS

## BACKGROUND: CUSTOMER LOOKS TO SUPPORT INCREASED DEMAND FOR HOME DELIVERY

One of the world's largest home improvement specialty retailers has stores across North America. As the omnichannel retail space has grown and evolved, retailers experienced new pressures to meet customers' increased expectations. Failure to meet these demands can lead to poor online reviews, damaging a business's reputation. After seeing a trend in increased online purchases and consumer desire for in-home or work-site delivery of over-dimensional goods, the retailer decided to expand its site delivery services.

## SITUATION: ESTABLISHED RELATIONSHIP LEADS TO TRUSTED CAPACITY RESOURCE

Schneider has a long-standing relationship with the retailer, which began with Van Truckload service. Over the years, the business has grown to include Intermodal, Dedicated Cross-Dock and Brokerage. With the rise of omnichannel, the retailer saw a need for valuable final mile delivery of over-dimensional goods ordered online. The retailer needed a carrier that delivered beyond the final mile, providing a fully integrated delivery service starting at the port, extending through the distribution centers and into customers' homes. It recognized that level of service with Schneider.

The retailer awarded Schneider's Final Mile+™ service a six-month pilot test in Columbus, Ohio, in 2010. When that pilot proved successful, the retailer implemented Schneider's Final Mile+ service in an additional market (Charlotte, N.C.) the same year and four additional markets (Arizona, Wisconsin and Minnesota) in 2011. In 2012, the retailer awarded Schneider with business in the Memphis market, and, more recently, Schneider began servicing the retailer's Kentucky, St. Louis, Kansas City and Phoenix markets.

## SOLUTION: SCHNEIDER PROVIDES UNMATCHED DELIVERY SERVICE



**FINAL MILE+™  
SERVICE**

Schneider Final Mile+ created a customizable delivery plan for home, commercial and retail businesses. With Final Mile+, Schneider took full ownership of delivery, including everything from the loading dock to the front door. Highly skilled delivery professionals were trained in customer service and provided personalized attention for on-site delivery seven days a week.

The customer supplied flatbeds with forklifts and 26-foot box trucks with pallet jacks. All trucks displayed both the Schneider and retailer logos. Upon market start-up, Schneider's national dedicated fleet stepped in to fulfill the customer's delivery requirements to avoid interrupted service, all while Schneider on-boarded new team members for the local account.

When a customer delivery was needed, the retailer scheduled it using delivery management software for a 200-mile radius. Schneider then dispatched the driver through handheld devices. Upon delivery completion, the customer signed receipt of delivery on the handheld device. The retailer had complete visibility into the process for a seamless experience. Drivers were also customer service representatives and were surveyed on their performance.



Schneider also offers pickups from delivery sites to support reverse logistics in the case of product issues. In addition, a driver business leader and an account manager supported each market to keep deliveries running smoothly.

### **RESULTS: SCHNEIDER FINAL MILE+ CUSTOMER SERVICE STANDS OUT**

For the past five years, Schneider has shown it can provide value as a carrier in the First-to-Final-Mile space, offering additional high-touch capacity in a continually changing eCommerce space. Schneider has exceeded the retailer's expectations all while reinforcing great working relationships at a local level.

- Increased customer service scores year over year
- Representing the retailer's brand to its customers with a 4.86 out of 5.00 customer satisfaction rating
- No interruption of service as new markets were awarded
- 99 percent on-time delivery
- The retailer values Schneider's flexible capacity to meet surges



Schneider's Final Mile+ service and capacity, combined with flawless on-site communication and innovation, continue to represent the customer's brand. As a result, the retailer has expanded Schneider's delivery markets, providing the home improvement retailer with options for improving its service, performance and bottom line.